

GURU NANAK COLLEGE

(AUTONOMOUS)

Guru Nanak Salai, Velachery, Chennai – 600 042

Re-accredited at 'A- Grade' by NAAC

(Affiliated to the University of Madras)



BACHELOR OF SCIENCE

DEPARTMENT OF B.Sc (VISUAL COMMUNICATION)

(SEMESTER PATTERN WITH CHOICE BASED CREDIT SYSTEM)

Regulation & Syllabus

(For the candidates admitted for the Academic year 2021-22 and thereafter)

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RULES AND REGULATIONS

(Effective from the Academic Year 2021-22 and thereafter)

SEMESTER SYSTEM WITH CREDITS

I. CHOICE BASED CREDIT SYSTEM (CBCS) WITH GRADING

The College follows the CBCS with Grades under the Semester pattern. Each paper is provided with a credit point based on the quantum of subject matter, complexity of the content and the hours of teaching allotted.. This is done after a thorough analysis of the content of each subject paper by the members of the Board of Studies and with the approval of the Academic Council. Students are also offered a variety of Job-oriented courses, Elective courses and Skill based courses as the part of the curriculum. Students can earn extra credits by opting for Massive Open Online Courses (MOOCs) and Certificate Courses.

The evaluation method under CBCS involves a more acceptable grading system that reflects the personality of the student. This is represented as Cumulative Grade Point Average (CGPA) and Grade Point Average (GPA) which are indicators of the Academic Performance of the student. It provides students with a scope for horizontal mobility and empowers them with the flexibility of learning at their convenience.

II. ELIGIBILITY FOR ADMISSION

Candidates admitted to the first year of the UG programme should have passed the higher Secondary Examinations (Academic or Vocational Stream) conducted by the Government of Tamil Nadu or an examination accepted as equivalent thereof by the Syndicate of the University of Madras. Students applying for the PG programme should have taken the UG degree in the relevant subject from a recognized university as per the norms of the University of Madras.

For B.Com (Hons) & B.Com (PA):

Candidates admitted to the first year of the B.Com (Hons.) & B.Com (PA) programme should have passed the higher secondary examinations conducted by the Government of Tamil Nadu or an examination accepted as equivalent thereof by the Syndicate of the University of Madras with 75 % cut-off in Commerce/Business studies, Accountancy, Economics and Business Mathematics/ Mathematics.

For MBA:

The basic requirement for admission to the MBA Course, is a Bachelor's degree in any discipline with a minimum of 50% marks in aggregate and satisfactory test score in MAT Entrance

Test conducted by AIMA, New Delhi / TANCET for MBA conducted by Government of Tamilnadu / CAT / XAT or any other approved MBA Entrance Tests

For MCA:

Only those candidates who have passed B.C.A/B.Sc. in Computer Science or any other equivalent degree OR passed B.Sc/B.Com/BA with Mathematics at 10 + 2 level or at graduation level (with Optional bridge course), provided they have undergone the course under 10+2+3 or 11+1+3 or 11+2+2 pattern and obtained at least 50% of marks (45 % marks in case of candidates belonging to reserved category) in the qualifying examination shall be eligible for admission to the M.C.A. Degree Course.

III. DURATION OF THE COURSE

The UG course is of three years duration with six semesters and the PG course is of two years duration with four semesters. The period from June to November is termed as the odd semester and the period from December to April is referred to as the even semester. Each semester must compulsorily have 90 working days before the students sit for the final End Semester Exam.

IV. COURSE OF STUDY

The main subjects of study for the Bachelor's Degree shall consist of the following:

1. FOUNDATION COURSES

- a) PART - I : Tamil/ Hindi / Sanskrit/French
- b) PART - II : English

2. CORE COURSES

- a) PART - III: Consisting of (a) Main subject (b) Allied Subjects (c) Elective subjects related to the main subject of study and project work.
- b) PART - IV
 - i. Those who have not studied Tamil / Hindi up to XII standard and have taken a non-Tamil / non – Hindi language under Part – I, shall opt for Basic Tamil / Basic Hindi in the first two semesters.
 - ii. Those who have studied Tamil up to XII standard, and taken a non -Tamil language under Part – I, shall opt for Advanced Tamil in the first two semesters.
 - iii. Others, who do not come under either of the clauses mentioned above, can choose a Non-Major Elective (NME) in the first two semesters.

iv. Soft Skills (I, II, III & IV Semesters)

v. Environmental Studies (IV Semester)

vi. Value Education (V Semester)

c) PART - V : Compulsory Extension Service

A candidate shall be awarded **one credit** for compulsory extension service.

A student must enroll in NSS / NCC /Sports & Games/ Rotaract/ Youth Red Cross / Citizen Consumer Club / Enviro Club or any other service organization in the College and should put in compulsory minimum attendance of 40 hours, which shall be duly certified by the Principal of the College. If a student lacks 40 hours compulsory minimum attendance in the extension services in any Semester, s/he shall have to compensate the same, during the subsequent Semesters. Literacy and population and educational fieldwork shall be compulsory components in the above extension service activities.

V. COURSE STRUCTURE

The UG course consists of 15-18 Core papers with 3-4 credits for each paper, 3 Elective papers and 4 Allied papers with 5 credits for each paper in addition to 3 Soft Skill papers with three credits each and one skill based subject with three credits. The B.Com (Hons) course has 31 core papers of 4 credits each and project with 8 credits and B.Com (PA) has 29 core papers.

The PG courses (M.A, M.Com, M.Sc and MSW) have 14-17 core papers with 4 credits each , Project Work with 6 credits, 5 elective papers with 3 credits, 2 extra disciplinary papers with 3 credits, Four Soft Skill courses with two credits each. Internship as a compulsory component carries 2 credits.

The MBA course has 15 core papers including project work with 4 credits, 6 elective papers with 3 credits, 2 extra disciplinary papers with 3 credits, Four Soft Skill courses with two credits each. Internship as a compulsory component carries 2 credits.

The MCA course has 15 core papers of 2-4 credits, 5 Elective papers of 3 credits, 2 Extra-disciplinary papers of 3 credits and a project work of 17 credits.

Internship training is a compulsory component for all the UG & PG courses.

❖ The details of the course structure are given in the following table:

CHOICE BASED CREDIT SYSTEM WITH GRADING

1. POST GRADUATE DEGREE

COMPONENTS	M.Sc. Chemistry M.Sc. Mathematics M.Sc. Zoology M.A. Economics M.A. Defence & Strategic Studies			M. COM			M. S.W		
	No. of Courses	Credit per Course	Total Credits	No. of Courses	Credit per Course	Total Credits	No. of Courses	Credit per Course	Total Credits
CORE COURSES INCLUDING PRACTICAL	14-17	4	60-70	15	4	60	17	3-6	65
PROJECT	0-1	6	0 - 6	0	0	0	1	6	6
ELECTIVES	5	3 - 4	10-20	5	3	15	5	3	15
EXTRA DISCIPLINARY COURSES	2	3	6	2	3	6	2	3	6
SKILL	4	2	8	4	2	8	4	2	8
INTERNSHIP	1	2	2	1	2	2	0	0	0
TOTAL			91			91			100

COMPONENTS	M.C.A.			M.B.A.		
	No. of Courses	Credit per Course	Total Credits	No. of Courses	Credit per Course	Total Credits
CORE COURSES INCLUDING PRACTICAL	15	2-4	46	13	4	52
PROJECT	1	17	17	1	8	8
ELECTIVES INCLUDING EXTRA DISCIPLINARY COURSES	7	3	21	8	3	24
SKILL	4	2	8	4	2	8
INTERNSHIP	1	2	2	1	2	2
TOTAL			94			94

2. UNDERGRADUATE DEGREE

Under Part IV of the Course, students should register separately for two Non-Major Elective papers, during the First and Second semesters. The marks obtained under Part IV will not be included for classification of the candidate although a pass is mandatory. Students should have obtained the minimum credit under Part V to be eligible to receive the degree.

PART	COMPONENTS	B.Com(Gen.) B.Com (C.S) B.Com(A&F) B.Com(B.M.) B.Com(M.M.) B.Com(ISM) B.B.A. B.C.A B.Sc (IT) B.Com(CA)			B.Sc.(Mat.) B.Sc.(Phy.) B.Sc.(Chem.) B.Sc.(Plant Bio.) B.Sc.(Adv.Zoo) B.Sc.(C.S.) B.Sc.(Viscom) B.Sc (Biotech) B.A.(Eco.) B.A.(Defence), B.A. (English). B.Sc (Data Analytics), B.A Sociology)			B.Com (Honours)			B.Com (Professional Accounting)		
		No. of Courses	Credit per Course	Total Credits	No. of Courses	Credit per Course	Total Credits	No. of Courses	Credit per Course	Total Credits	No. of Courses	Credit per Course	Total Credits
Part I Foundation Course	Language: (Tamil/ Hindi/ Sanskrit/ French)	2	3	6	4	3	12	2	3	6	2	3	6
Part II Foundation Course	English	2	3	6	4	3	12	2	3	6	2	3	6
Part III	Core Papers	15-18	3-4	72	15-18	3-4	60	31	4	124	29	4-6	123
	Project	-	-	-	-	-	-	1	8	8	-	-	-
	Allied Papers	4	5	20	4	5	20	-	-	-	-	-	-
	Elective Papers	3	5	15	3	5	15	-	-	-	1	4	4
Part IV	Non Major Electives/ Basic Tamil/ Advanced Tamil/Basic Hindi	2	2	4	2	2	4	2	2	4	2	2	4
	Soft Skill	3	3	9	3	3	9	-	-	-	3	2-4	8
	Skill Based Subject	1	3	3	1	3	3	-	-	-	-	-	-
	Environmental Studies	1	2	2	1	2	2	1	2	2	1	2	2
	Value Education	1	2	2	1	2	2	1	2	2	1	2	2
Part-V	Extension Service	1	1	1	1	1	1	1	1	1	1	1	1
	Internship	1	2	2	1	2	2	-	-	14	-	-	14
TOTAL		142			142			167			170		

VI. EXAMINATIONS

Continuous Internal Assessment (CIA) will be for 50 percent and End Semester Examination (ESE) will be for 50 percent.

➤ **CONTINUOUS INTERNAL ASSESSMENT (CIA)**

Every semester will have a centralized mid semester examination for each paper. This will be conducted on completion of 45 working days in each semester. A Model exam of three hours' duration will be conducted on completion of 80 working days in each semester.

The schedule for these tests is as follows:

C.I.A.Test	Schedule	Syllabus Coverage
I	After 45 working days of the Semester	50%
II (Model Examination)	After 80 working days of the Semester	95%

The components for the CIA (Theory & Practicals) are as follows:

Internal Components			
Assessment Type	Nature	Maximum Marks	% of Weightage
CIA	Mid Semester Exam	50	10
Model	Model Examination	100	10
	Assignment		10
	Class activity		15
	Attendance		5
Total			50

The class activity relates to a programme of accepted innovative techniques such as seminars, quiz, portfolio creation, MCQ, PowerPoint presentation, objective tests, role play etc. The mode of evaluation of the class activity will be fixed before the commencement of the semester and an approval will be obtained from the Head of the Department. The students will be informed of the various methods of evaluation once the semester begins.

A record of all such assessment procedures will be maintained by the department and is open for clarification. Students will have the right to appeal to the Principal in case of glaring disparities in marking.

CIA marks for practical subjects will be awarded by the respective faculty based on the performance of the student in the model practical examination, observation notebook, submission of record books, regularity and attendance for the practical classes. The attendance particulars for practical classes will be maintained by the concerned faculty.

Marks for attendance will be awarded as per the following:

Percentage of General Attendance	Marks Awarded
90-100	5
75-89	4
60-74	3
<60	0

➤ **END SEMESTER EXAMINATIONS (ESE)**

After the completion of a minimum of 90 working days each semester, the End Semester Examinations will be conducted. Examinations for all UG and PG courses will be held for all papers in November/December and April/May

Practical examinations will be conducted only during the end of the odd / even semester before, during or after the commencement of the theory exam. The schedule for ESE Practicals will be notified by the Controller of Examinations in consultation with the Dean (Academics).

A candidate will be permitted to appear for the End Semester examinations for any semester if:

- a) S/he secures not less than 75% of attendance in the working days during the semester.
- b) S/he should have applied for the examination
- c) S/he should have paid the requisite examination fee
- d) Her/His overall conduct has been satisfactory

The attendance requirements to appear for the ESE are as follows:

i. Students must have 75% of attendance in each part of the course of study to appear for the End Semester Examination.

ii. Students who have 65% to 74.9% of attendance shall apply for condonation in the prescribed form along with the prescribed fee after obtaining permission from the Principal. Students cannot claim condonation as a matter of right. Submission of Medical Certificate is normally not accepted to condone shortage of attendance.

iii. Students who have 50% to 64.9% of attendance will fall under the - Withheld category. Such students cannot take up the ESE exams. They should apply to the Principal for permission to write the next supplementary examination and pay the requisite fee for this purpose. However, they can appear for the supplementary examinations for the previous semester's paper/s.

iv. Students who have less than 50% of attendance fall under the **Detained category**- They will not be permitted to appear for the examination. They shall redo the semesters after completion of the course and appear for the examination after securing the required percentage of attendance. The decision of the Principal remains final and binding in all respects.

v. Students who do not get the minimum marks to pass in the ESE shall compulsorily re-appear for the paper in the subsequent semester after paying the required fee.

A Student who, for whatever reasons is not able to complete the program within the normal period (N) or the minimum duration prescribed for the programme, may be allowed a two year period beyond the normal period of study to clear the backlog to be qualified for the degree. (Time Span = N +2 years for the completion of programme).

In exceptional cases like major accidents and childbirth an extension of one year may be considered beyond the maximum span of time (Time Span = N + 2 + 1 years for the completion of programme).

If the students fail to complete the course and take the examination within the stipulated time, they will be required to re-register their names and take the examination in the revised regulations/syllabus of the paper in force at the time of their reappearance. Students qualifying during the extended period shall not be eligible for **RANKING**.

➤ **INSTANT EXAMINATION (SPECIAL SUPPLEMENTARY EXAMINATION)**

In order to provide an opportunity to the final year UG and PG students to obtain the degree in the same year and also to facilitate vertical mobility, special supplementary End Semester Examinations will be conducted in about 30 days from the date of publication of results every year for the final semester theory papers and also for the candidates who had failed in **ONLY ONE** theory paper of the previous semesters. Students, who wish to apply for special supplementary End Semester Examinations, can do so within 7 days from the date of publication of results.

Students involved in Malpractice will not be permitted to appear for Supplementary Examination.

The details of the ESE are as follows:

External Component			
Assessment type	Comprehensive Test	Maximum mark	% of Weightage
External Exam	3 Hours Examination	100	50
	Grand Total (CIA+ESE)		100

VII. CONDUCT OF EXAMINATION

The Chief Superintendent of Examinations will be the Principal or a person appointed by the Principal. The responsibility of conducting the End Semester Examinations lies with the team led by the Chief Superintendent.

The time-table for examinations will be finalized by the office of the Controller of Examinations and will be displayed well in advance i.e., 20 days prior to the commencement of the examinations.

The Hall tickets for eligible students will be issued 3 days prior to the commencement of examinations. For Subjects like Environmental Studies / Value Education, End Semester Examinations may be conducted either in the on-line mode or in the offline mode along with the regular ESE.

VIII. VALUATION

The valuation of the answer scripts will be undertaken at the central valuation camp led by the Controller of Examinations or the Camp Officer appointed by the Controller of Examinations. Double valuation of answer scripts is adopted for both UG and PG Courses.

IX. PUBLICATION OF RESULTS

The Examination results will be published on the web portal during the third / fourth week of May for the II, IV and VI semester examinations and during the third / fourth week of December for the I, III and V semester examinations

A. GUIDELINES FOR OBTAINING PHOTOCOPY OF THE ANSWER SCRIPT

Candidates seeking photocopy of the answer scripts are advised to go through these rules and regulations before applying.

- i. Photocopy is permitted only for Regular theory papers in PART I, II and III.
(Supplementary excluded).
- ii. The student should carefully select the papers for which s/he wishes to obtain the photocopy. A second application will not be accepted for additional papers.

B. GUIDELINES FOR APPLYING FOR REVALUATION OF THE ANSWER SCRIPT

Candidates seeking revaluation are advised to go through these rules and regulations before applying.

- i. Revaluation is permitted only for Regular theory papers in PART I, II and III.
(Supplementary excluded).

- ii. The student should carefully select the papers for which s/he wishes to apply for revaluation. A second application will not be accepted for additional papers.
- iii. The application is to be filled in by the candidate in his/her own hand-writing and not by anyone else on his/her behalf.
- iv. Entries made by the candidate are to be verified by the HOD and forwarded to the Principal for endorsement.
- v. The prescribed Fee payment receipt or challan has to be attached along with the Application Form and submitted to the Principal's Office. The candidate will be given an acknowledgement for submission, with date and time.
- vi. The candidate has to be aware that when s/he is applying for revaluation, S/he **SURRENDERS** the original performance and will now accept the revised performance in which there could either be a **CHANGE/ NO CHANGE** in the marks.

X. CLASSIFICATION OF PERFORMANCE – GRADING SYSTEM FOR THE SEMESTER

A candidate shall be declared to have qualified for the award of the Degree, provided the candidate has successfully completed the Programme requirements and has passed all prescribed subjects of study in the respective semesters.

Passing Minimum: UG CIA 40% AGGREGATE 40% B.Com (Hons.) and PG CIA 50% ESE 50% AGGREGATE 50% OF THE MAXIMUM OF THE COMPONENT IN THAT PAPER / COURSE

P: Pass, U: Re-Appeal, WH: Withheld, AAA: Absent, CIA: Continuous Internal Assessment, ESE: End Semester Examination, GPA: Grade Point Average.

CGPA: Cumulative Grade Point Average

POST GRADUATE DEGREE

PART – A: Core, Elective including Extra Disciplinary Elective, Major Project

PART – B: Soft Skills, Internship

UNDERGRADUATE DEGREE

PART – I : Tamil / Hindi/Sanskrit/French

PART – II : English

PART – III: Core, Allied, Elective and Inter Disciplinary Elective

PART – IV: Basic/Advanced Tamil / Basic Hindi/ Non-Major Elective, Skill Based Electives, Environmental Studies and Value Education

PART – V : Extension Activities

RANGE OF MARKS FOR GRADES UG Also for Certificate / Diploma				RANGE OF MARKS FOR GRADES UG[B.Com.(Hons.) B.Com (PA)], PG and also			
Range of Marks	Grade Points	Letter Grade	Description	Range of Marks	Grade Points	Letter Grade	Description
90 - 100	9.0 - 10.0	O	Outstanding	90 - 100	9.0 - 10.0	O	Outstanding
80 - 89	8.0 - 8.9	D+	Excellent	80 - 89	8.0 - 8.9	D+	Excellent
75 - 79	7.5 - 7.9	D	Distinction	75 - 79	7.5 - 7.9	D	Distinction
70 - 74	7.0 - 7.4	A+	Very Good	70 - 74	7.0 - 7.4	A+	Very Good
60 - 69	6.0 - 6.9	A	Good	60 - 69	6.0 - 6.9	A	Good
50 - 59	5.0 - 5.9	B	Average	50 - 59	5.0 - 5.9	B	Average
40 - 49	4.0 - 4.9	C	Satisfactory	00 - 49	0.0 - 4.9	U	Re-appear
00 - 39	0.0 - 3.9	U	Re-appear	ABSENT	0	AAA	Absent
ABSENT	0	AAA	Absent				

C_i = Credits earned for course i in any semester

G_i = Grade Point obtained for course i in any semester

n refers to the semester in which such courses were credited.

CGPA		GRADE		CLASSIFICATION OF FINAL RESULT		
9.5-10.0		O+		First Class - Exemplary*		
9.0 and above but below 9.5		O				
8.5 and above but below 9.0		D++		First Class with Distinction*		
8.0 and above but below 8.5		D+				
7.5 and above but below 8.0		D				
7.0 and above but below 7.5		A++		First Class		
6.5 and above but below 7.0		A+				
6.0 and above but below 6.5		A				
5.5 and above but below 6.0		B+		Second Class		
5.0 and above but below 5.5		B				
B.Com (Hons.)	UG	B.Com (Hons.), B.Com (PA)	B.Com (Hons.) B.Com (PA)	UG	UG	
0.0 and above but below 5.0	4.5 and above but below 5.0	U	Re-appear	C +	Third Class	
	4.0 and above but below 4.5			C		
	0.0 and above but below 4.0				U	Re-appear

● CGPA Grades:

The candidates who have passed in the first appearance and within the prescribed semester of the UG/PG Programme (Core, Allied and Elective) alone are eligible for classification of results.

GRADING SYSTEM

For a Semester:

$$\text{GRADE POINT AVERAGE [GPA]} = \sum_i C_i G_i / \sum_i C_i$$

$\text{GPA} = \frac{\text{Sum of the multiplication of grade points by the credits of the course}}{\text{Sum of the credits of the courses (passed) in a semester}}$
--

For the entire programme:

$$\text{CUMULATIVE GRADE POINT AVERAGE [CGPA]} = \sum_n \sum_i C_{ni} G_{ni} / \sum_n \sum_i C_{ni}$$

$\text{CGPA} = \frac{\text{Sum of the multiplication of grade points by the credits of the entire programme}}{\text{Sum of the credits of the courses of the entire programme}}$
--

(CGPA is calculated only if the candidate has passed in all the courses in the entire programme)

XI. CONCESSIONS FOR DIFFERENTLY-ABLED STUDENTS

A. DYSLEXIA STUDENTS

For students who are mentally challenged/who have a learning disability and mental retardation/ who are slow learners/ who are mentally impaired/ who have learning disorder and seizure disorder/ who are spastic and those who have cerebral Palsy, the following concessions shall be granted:

- i. Part I** Foundation course in Tamil/Hindi/Sanskrit/French **can be exempted**.
- ii. One-third** of the time meant for the paper may be given as **extra time** in the examination.
- iii. Leniency** in overlooking **spelling mistakes**, and
- iv. Amanuensis** for all courses will be provided on request. This will be acceptable only if the request is duly certified by the Medical Board of the Government Hospital/ General Hospital/ District headquarters Hospitals and they shall be declared qualified for the degree if they pass the other examinations prescribed for the degree.

B. HEARING, SPEECH IMPAIRED & MENTALLY CHALLENGED

For students who are hearing and speech impaired/who are mentally challenged, the following concessions shall be granted:

- i. One Language paper** either **Part I** Foundation course Tamil/Hindi/Sanskrit/French or **Part II** English or its equivalent **can be exempted**
- ii. Part IV** Non-Major Elective (NME) or Basic Tamil/Advanced Tamil or Basic Hindi **can be exempted**.

C. VISUALLY IMPAIRED STUDENTS:

- i. **Exempted** from paying **examination fees**.
- ii. A **scribe** shall be **arranged by the College** and the scribe will be paid as per the College's decision.

XII. INTERDISCIPLINARY ELECTIVE (IDE)

It has been proposed that the UG students admitted from the academic year 2021 – 22 onwards would take up an Interdisciplinary Elective (IDE) Paper in their **Fifth Semester**.

❖ **The following Departments functioning in Shift I will offer IDE Papers to students only from Shift I:**

S.NO	DEPARTMENT	IDE (TITLE OF THE PAPER)
1.	B.A Economics	Principles of Insurance and Risk Management
2.	B.A Defence & Strategic Studies	An Introduction to Defence Journalism
3.	B.Sc Mathematics	Numerical Analysis
4.	B.Sc Physics	Introduction to Integrated Electronics
5.	B.Sc Chemistry	Chemistry in Everyday life
6.	B.Sc Plant Biology & Biotechnology	Horticulture & Mushroom Cultivation
7.	B.Sc Advanced Zoology & Biotechnology	Wildlife Conservation
8.	B.Com (General)	Entrepreneurial Development -1
9.	B.Com Corporate Secretaryship	Entrepreneurial Development -2

❖ **The following Departments functioning in Shift II will offer IDE Papers to students only from Shift II:**

S.NO	DEPARTMENT	IDE (TITLE OF THE PAPER)
1.	B.B.A	Managerial Skill Development
2.	B.C.A	E - Commerce
3.	B.Com (A&F)	Indian Constitution and Human Rights
4.	B.Com (General)	Entrepreneurial Development -3
5.	B.Com (Corp. Sec)	Entrepreneurial Development -4
6.	B.Sc Computer Science	Internet and Its Applications
7.	B.Sc Visual Communication	Understanding Film
8.	B.Com (BM)	Personal Investment Planning
9.	B.Com (MM)	Tourism Management

❖ The following Departments from Shift II, functioning in Shift I timings can only offer IDE Papers to the students functioning within the same Shift I timings:

S.NO	DEPARTMENT	IDE (TITLE OF THE PAPER)
1.	B.Com (ISM)	Essentials of Office Automation Tools and E- Mail Etiquette
2.	B.A English Literature	English for Competitive Exams
3.	B.Sc Biotechnology	Intellectual Property Rights
4.	B.Sc Information Technology	Web Designing
5.	B.Sc Data Analytics	<ul style="list-style-type: none"> • Interdisciplinary Elective – Digital Logic Fundamentals • Operating Systems • Data Visualization using Tableau • Pentaho/ Looker
6.	Commerce (PA)	Office Management & Methods
7.	Commerce (CA)	<ul style="list-style-type: none"> • Entrepreneurial Development • Production & Supply Chain Management • Business Information System
8.	B.A Sociology	Problems of Urban India
9.	B.A Defence & Strategic Studies	An Introduction to Defence Journalism

XIII. OPTION TO EARN ADDITIONAL CREDITS

A. MOOCs (Massive Open Online Courses)

- The UG students can opt for a minimum of one Course and earn 2 credits, while a maximum of 6 Credits can be earned by completing three courses during their three-year period of study.
- The PG students can opt for a minimum of one Course and earn 2 credits, while a maximum of 4 Credits can be earned by completing two courses during their two-year period of study.
- This is completely optional.

B. CERTIFICATE COURSES

The Certificate courses are offered by the departments for 30 hours which will enable the students to earn 2 additional credits.

C. ADDITIONAL CREDIT FOR EXTENSION SERVICES

All the students who have put in additional 40 hours or more apart from the compulsory minimum hours in NSS / NCC / Sports & Games / Rotaract / Youth Red Cross / Citizen Consumer Club / Enviro Club or any other service organization in the College will be eligible to earn an additional credit at the time of completion of their Course. This should be duly certified by the Principal of the College,

XIV. REQUIREMENTS FOR PROCEEDING TO SUBSEQUENT SEMESTERS

- i. All candidates should register their names for the first semester examination after admission to the UG / PG courses.
- ii. Candidates shall be permitted to proceed from the first semester up to the final semester irrespective of their failure in any of the semester examinations, subject to the condition that the candidate had registered for all the arrear subjects of earlier semesters along with current semester subjects.

XV. ISSUE OF CERTIFICATES

A Statement of Marks will be issued to each student who has written the examination.

❖ Consolidated Mark Sheet

Consolidated mark sheets will be given to final year students along with total credits earned only to those who have passed in all the papers prescribed for the respective degree.

❖ Transcript

Students who wish to obtain any Transcript for joining courses of study in other Universities in India or abroad or for obtaining scholarships, can obtain these certificates from the office of the Controller of Examinations. A requisition letter duly signed by the Student and forwarded by the Principal along with fee challan is to be submitted to the office of the Controller of Examinations. The Certificate will be provided within 15 working days in a sealed envelope.

❖ Provisional Certificate

A copy of the results of the successful final year students will be sent to the University of Madras in the prescribed format in July/August and the University will issue a Provisional Certificate through the College. A soft copy can be downloaded from the University of Madras website and a hard copy will be provided by them within 90 days of the issue of the soft copy.

❖ Corrections in the Certificates

Any corrections like name, date of birth etc., can also be made in the certificate. A letter of request duly signed by the student, HOD and Principal along with the prescribed fee paid challan has to be forwarded to the office of the Controller of Examinations. The details will be updated within 15 working days. The amount once paid will not be refunded under any circumstances.

❖ Duplicate Mark Sheet

In case of loss of the mark sheet / certificate, a duplicate will be provided after submitting a non-traceable certificate issued from the Police station duly signed by an Inspector or Sub Inspector. A letter of request duly signed by the student, HOD and Principal along with the prescribed fee paid challan is to be forwarded to the office of the Controller of Examinations.

❖ **Duplicate Provisional Certificate / Degree Certificate:**

Students have to apply directly to the University of Madras for duplicate provisional certificate and degree certificate.

❖ **Verification of Qualification**

Agencies which request for verification of educational qualification of students under the autonomous mode of this college and students who opt for higher studies / employment and who require verification of educational qualification shall verify online through the QR code in the consolidated mark sheet after an online payment of fees for the same. They can also apply to the Principal to this effect along with the prescribed fees which has to be forwarded to the Office of the Controller of Examination. The relevant certificate will be issued within 15 working days from the receipt of the forwarded request of the Principal and the Office of the Controller of Examination.

XVI. CONVOCATION AND NOTICE

❖ **Convocation**

Every year after the Convocation is conducted by the University of Madras, the College will hold a Graduation day / Convocation in which the Degree Certificates will be distributed to the students who are present. For others it will be issued by the College Office. Students should collect the same within 30 days of convocation after which a search fee will be charged. **Students are responsible for collecting their Degree certificates from the college office on time.**

❖ **Notice**

Candidates, who have completed the duration of the course and left the College, can get information regarding Supplementary Examinations, issue of examination application forms, certificates and application for Graduation day through the college website and general notice board. Regular students will however be informed of the examinations by circulation, in addition to the modes mentioned above.

No student will receive individual communication.

XVII. PROCEDURE FOR SUBMISSION OF SYLLABUS

- i. Each department will finalize the syllabus.
- ii. Finalization could mean a minor change in the existing syllabus or a revamp of the entire syllabus.
- iii. The department will submit the changes to the Board of Studies. After the approval of the syllabus in the BOS, the concerned department will submit the minutes along with the modified syllabus book / sheet (five copies) to the Dean's office within ten days of the BOS meeting.
- iv. A Soft copy of the batch-wise syllabus approved by the BOS in PDF format should be sent to the Dean's mail ID within ten days of the BOS meeting.

SEMESTER I

SEMESTER II

SEMESTER III

Part	Course Component	Subject Name	Cdt.	Hrs	CIA	ESE	Total
I	Core V - Theory	Basic Photography	4	5	50	50	100
II	Core VI - Theory	Advertising	4	5	50	50	100
III	Core VII - Theory	Video Editing	4	5	50	50	100
	Core VIII - Practical	Advanced Photography	4	5	50	50	100
	Allied III - Practical	Digital Graphic Design	5	8	50	50	100
IV	EVS	Environmental Studies	*	*	*	*	*
	2.Skill Based Subjects	Soft Skill III: Job-Oriented Skills	3	2	50	50	100
Total Credits - 24 /Hours (Per week) - 30							

GURU NANAK COLLEGE (AUTONOMOUS) – CHENNAI -42
B.SC VISUAL COMMUNICATION
SEMESTER SYSTEM WITH CREDITS - COURSE STRUCTURE
W.E.F. ACADEMIC YEAR 2021-2022

SEMESTER IV

Part	Course Component	Subject Name	Cdt.	Hrs	CIA	ESE	Total
I	Core IX - Practical	TVP Practical	4	6	50	50	100
II	Core X - Practical	Script Writing	4	4	50	50	100
III	Core XI - Theory	Television and Production Practice and Design	4	5	50	50	100
	Core XII - Theory	Media Laws	4	5	50	50	100
	Allied IV - Practical	2D Designs & Web Designing	5	6	50	50	100
IV	EVS	Environmental Studies	3	2	50	50	100
	2.Skill Based Subjects	Soft Skill IV: Computing Skills	2	2	50	50	100
Total Credits - 26 / Hours (Per week) - 30							

SEMESTER V

Part	Course Component	Subject Name	Cdt.	Hrs	CIA	ESE	Total
I	Core XIII - Practical	Audio Production and Techniques	4	10	50	50	100
II	Core XIV - Theory	Film Studies	4	5	50	50	100
III	Core XV - Theory	Advertising Strategy & Campaign	4	5	50	50	100
	Core XVI - Theory	Media, Culture and Society	4	5	50	50	100
IV	Elective I (IDE) - Practical	Film Appreciation	5	5	50	50	100
	Value Education		2		50	50	100
Total Credits - 23 / Hours (Per week) - 30							

SEMESTER VI

Part	Course Component	Subject Name	Cdt.	Hrs	CIA	ESE	Total
III	Elective II - Practical	Specialization	5	5	50	50	100
	Elective III - Practical	Internship	5		50	50	100
	Core XVII - Practical	3d Modelling & Animation	4	10	50	50	100
	Core XVIII - Theory	Media Organization	4	5	50	50	100
	Core XIX - Practical	Advertising Photography Practical	4	10	50	50	100
IV	Extension Activity		1		-	100	100
Total Credits - 23 / Hours (Per week) - 30							
Grand Total Credits - 144							

SEMESTER - I

SEMESTER I
CORE PAPER –I
INTRODUCTION TO VISUAL COMMUNICATION

SUBJECT CODE:	THEORY	MARKS: 100
SEMESTER: I	CREDITS: 4	NO.OF HOURS PER WEEK:4

COURSE OBJECTIVES:

- To understand the need and importance of visual communication.
- To understand communication as a process.
- To study the types of communication and its related theories.

UNIT I

Hours:12

Introduction – Need and Importance of human Communication, Communication as Expression, Skill and Process, Understanding Communication: SMRC Model. Communication as a process- Message, Meaning, Connotation, Denotation, and Culture/Codes etc. Levels of Communication – Technical, Semantic and Pragmatic. Semiotics – language and Visual Communication, Narrative Expression. Types of Communication

UNIT II

Hours:12

Communication: Nature, scope and significance, Introduction to Theories and models, Genres of communication theory: structural and functional, cognitive and behavioural, interactionist and interpretive and critical theories.

UNIT III

Hours:12

Interpersonal Communication: Attribution theory, Cognitive Dissonance, Elaboration Likelihood Model, Expectancy Value Theory, Social Identity Theory, Social Cognitive Theory, Uncertainty Reduction Theory. Transaction Analysis

UNIT IV

Hours:12

Group Communication: Group Communication Theory, Social Penetration Theory, Motivation theory, Fisher's, Tuckman, Theories-Tubbs, DET, Poole's small group development theory, leadership theories, Intercultural Communication

UNIT V

Hours:12

Public Communication: Principles of public communication, principles of persuasion, Mass Communication Theories: Agenda-setting theory, Gatekeeping, Cultivation theory, Hypodermic Needle Theory, Knowledge gap, Spiral of Silence, Two-Step Flow, Klapper's Model, Shannon & Weaver, Uses & Gratification Approach, Diffusion of Innovation Theory.

REFERENCES BOOKS:

1. Lester E-Visual Communications - Images with Messages.-Thomas Learning -(2000)
2. Schildgen, T-Pocket guide to color with digital applications.- Thomas Learning -(1998)
3. Palmer, Frederic:-Visual Elements of Art and Design- Longman- 1989
4. Palmer- Frederic:Visual Awareness- Batsford- 1972.1, Longman
5. Wood,Julia T- Communication Mosaics: An Introduction to the Field of Communication- Wadsworth - 2001.
6. Larson,Charles U- Persuasion – Reception and Responsibility- Wadsworth -2001.
7. Joseph A Devito : Human Communication – the basic Course - Harper Collins College Publishers

CORE II
BASICS OF FINE ARTS

SUBJECT CODE:	THEORY / PROBLEM	MARKS: 100
SEMESTER: I	CREDITS: 4	NO.OF HOURS PER WEEK: 6

COURSE OBJECTIVES:

- To get to understand the basics of art and learn the techniques of painting.
- To get to acquire knowledge to Express Ideas in the form of Drawing and Paintings.

UNIT I

Hours:18

Introduction to Drawing Concepts-drawing Equipments-Improve your pencil Drawing-Proportions of Drawing-Basic drawing using Grid

UNIT II

Hours:18

Fundamentals of Design: Definition, Approaches, and Centrality. Elements of Design- Line, Shape, Space, Color, texture, Form Etc. Line and its value - Flat Line Drawing - Accent Line Drawing – Pointillism –Scribbling - Cross Hatch - Smudge

Principles of Design: Symmetry, Rhythm, Contrast, Balance, Mass/Scale etc. Design and Designers – Need, Methodology, Role, Process.

UNIT III

Hours:18

Principles of Visual and Sensory Perceptions. Color psychology and theory. Definition, Optical / Visual Illusion. Various stages of design process – problem identification, search for solution, refinement, analysis, decision-making, and implementation

UNIT IV

Hours:18

Draw portraits- Draw eyes-Draw hair-Tone - Shadow - Shapes –Human Parts
Landscape-Mountain, deserts, Village, Traffic Road, Space

UNIT V

Hours:18

Monuments-Sculpture-Temple-Historical Painting

REFERENCES BOOKS:

- 1.“Charcoal and Pencil Drawings” by J.D.HillBerry
- 2.“Pencil sketching” by Dennis.L.Law
- 3.“We Imagine We Draw Series” by Parramon Editorial Team, publisher Barrons Juveniles (September 1, 1997)

ALLIED - I
GRAPHIC DESIGN - I

SUBJECT CODE:	PRACTICAL	MARKS: 100
SEMESTER: I	CREDITS: 5	NO.OF HOURS PER WEEK: 6

COURSE OBJECTIVE:

- To help students learn graphic design principles and conceptualize ideas in graphic design form.

UNIT I

Hours:18

Basics of Graphic Design, Definition, Elements of Graphic Design, Process research, source, concept, process of developing ideas – verbal, visual, combination & thematic, visual thinking, associative techniques, designing messages for different audiences, materials, tools – precision instruments, design execution and presentation.

Single Colour, Two-Colour & Multi-Colour applications of **Lines:** Horizontal, vertical, inclined and curved lines – Applications.

Patterns: Mirror Image, Circular Images – Applications, Angular projections – Applications, Enlargements, Grid method, Co-ordinate method.

UNIT II

Hours:18

Tiles, Wall skirting, textile borders.

UNIT III

Hours:18

Alphabets: 5 Font types.

UNIT IV

Hours:18

Corporate Designs, Designing Logos, Letter Heads, Visiting Cards, Envelopes and Posters in single, two and multi colour format

UNIT V

Hours:18

Package design, Designing Leaflets and brochures in single, two and multi colour format.

REFERENCE:

1. Graphic Design the New Concepts- Ellen Lupton & Jennifer Cole Philips

NON - MAJOR ELECTIVE

PAPER TITLE: VISUAL LITERACY (THEORY)

SUBJECT CODE:	THEORY	MARKS: 100
SEMESTER: I	CREDITS: 2	NO.OF HOURS PER WEEK:2

COURSE OBJECTIVES

- To Provide General Orientation on Visual Literacy

UNIT I

Reading Visual Elements – Dot, Lines, Shapes, Forms, Contour, Texture, Scale, Perspective Etc.

UNIT II

Picture Reading – Figurative Level – Relationship Of Elements, Perception, Constancies And Perceptual Grouping; Symbolic Level – Verbalization And Creativity. Visual Building Vocabulary – Exaggeration, Distortion, Stylization and Abstraction.

UNIT III

Rendering Objects – Still Life, Sketching, Free – Hand Drawing; Color, Form and Pictorial Space, Emphasis on Surface Characteristics, Exploration of Media, Material and Scale.

UNIT IV

Vocabulary Of Color – Optical, Pigment, Chromatic, Achromatic, Tone, Shade, Tint, Value, Saturation Aspects Of Color, Meaning Of Color, Functions Of Color – Attraction, Association, Retention And Atmosphere, Psychological Impact Of Color.

UNIT V

Effective Understanding of Tools and Different Media of Drawing – Pencil, Crayon, Charcoal, Pastels, Pen and Ink, Markers, Water Color, Gouache, Acrylic, OliColor, Collage And Mixed Medium And Techniques.

Prescribed Books:

- H. Kumar Vyas, Design and Environment, National Institute of Design, Ahmadabad.
- Robert W. Gill, Rendering With Pen and Ink, Thames and Hudson, 1981
- Stan Smith, Anatomy, Perspective and Composition, Macdonals, 1984

Websites:

- www.Visual-Literacy.Org
- www.Vislit.Org/Visual-Literacy

SEMESTER - II

CORE III
PRINTING TECHNOLOGY AND PUBLICATION DESIGN

SUBJECT CODE:	THEORY	MARKS: 100
SEMESTER: II	CREDITS:4	NO.OF HOURS PER WEEK:4

COURSE OBJECTIVES:

- To understand the history of printing in India.
- To become familiar with the various printing processes in India.
- To understand the techniques of layout and designing of newspapers and magazines.
- To become aware of the digital pre-press activities.

UNIT I

Hours:12

History of printing, Principles of Printing: Relief, Planography, Gravure, Stencil, Types of printing processes – Letterpress, Offset, Gravure, Flexography, Screen printing, Digital Printing Processes, Four Colour Process: Colour Correction, Colour Separation, Colour Reproduction

UNIT II

Hours:12

Typography , Typesetting methods: hot metal, photocomposition and digital plate-making process, Importance of printing processes in design decisions,

UNIT III

Hours:12

Colour Theory and application in layout, Types of Layout: Books, Magazines, Planning & Layout: Information, brainstorming, thumbnail, rough, comprehensive/final, Preparing the layout, Digital pre-press, Proofreading

UNIT IV

Hours:12

Printing Management, Printing press organization and structure, Economics of printing- different types of paper, ink, plates, miscellaneous- Print order estimation, managing wastage

UNIT V

Hours:12

Recent trends printing processes, Overview of printing and publishing industry in India, Overview of electronic publishing industry

REFERENCE BOOKS:

1. HelmuttKipphan, “Handbook of Print Media”, Springer, Heidelberg, 2000
2. T. M. Adams, D.D. Faux and L. T. Ricber, “Printing Technology”, Delmar PublicationsInc., 1996
3. Robin McAllister, “Design for Production”, Delmar Publishers, 1997.
4. Niir Board, Hand Book on Printing Technology (Offset, Gravure, Flexo, Screen), Asia Pacific Business Press.
5. Cost, F, Pocket Guide Digital Printing, Thomsom Learning, 1997.
6. Dennis,E, Lithographic Technology in Transition, Delmar Publishers, 1997

CORE IV
APPLICATION OF FINE ARTS

SUBJECT CODE:	PRACTICAL	MARKS: 100
SEMESTER: II	CREDITS: 4	NO.OF HOURS PER WEEK: 6

COURSE OBJECTIVES:

- To get to learn the visual elements and principles
- To make Understand the perceptive.
- To make them apply the color theory with water, dry pastel colours.
- To make them sketch indoor and outdoor study.

UNIT-I: Water Colours

Hours:18

Colour mixing, painting in water colour, Basic techniques with brushes and paints, different brush strokes, mono tone, cut colour technique, single wash technique, Wed on wed technique, dry brush technique, organic still-life and inorganic still life' plants, tree, flowers, Glass, wooden objects cloth, landscapes, portrait, seascapes.

UNIT II: Dry Pastels Colours

Hours:18

An introduction to pastel materials, Color mixing, painting in dry pastels, mono tone, blending technique cut color technique, smudge technique, rough technique, dry brush technique, organic still life, inorganic still life, plants, tree flowers, cloth, landscapes, portrait, and seascapes, Pastel papers

UNIT III: Drapery

Hours:18

Study different types of cloth, and different styles of folding, silk. Cotton, shadows, shapes, folds, lighting and folds, adjusting the edges, mixing the colours, Sanded board using pastel medium, Composition, black and white value studies to colour studies, drapery study in different lighting

UNIT IV: Landscape Painting

Hours:18

Pastel sketch, choosing a colour palette, demo on layering colour, pastels to keep colour clean, demo on simplifying cloud shapes, shadows and reflected light, tree study, soft pastels work, study of sky, study of buildings, study of different climates with landscapes.

UNIT V: Basics of Portrait In Colour

Hours:18

Study of face features eyes, nose black and white portraits, old man portraits, Light to dark technique, dark to light technique, live modal portrait, and artificial light portrait., Ear, lip, Contemporary Portrait, tribal portrait, children portraits, mono tone painting, dry brush colouring,

REFERENCE BOOKS

1. I'd Love to Draw! –Andrew Loomis
2. Fun With Pencil - Andrew Loomis
3. Drawing the head & hands –Andrew Loomis

ALLIED II
GRAPHIC DESIGN - II

SUBJECT CODE:	PRACTICAL	MARKS: 100
SEMESTER: II	CREDITS: 5	NO.OF HOURS PER WEEK:6

COURSE OBJECTIVES:

- To apply the principles of design
- Able to do create logo design, letter head etc...
- Compose typography
- To draw the visual elements

UNIT I: Colour

Hours:18

Importance of colour - colour attributes - hue - value - saturation - colour harmonies - achromatic - monochromatic .

UNIT II: Logo Design

Hours:18

Creating logo design for Advertising Agency, film Production Unit - Commercial Organization, Corporates, Non - Profit Organization, government Agency - Satellite Television Channels & Service Industry.

polychromatic - colour wheel - warm colours - cool colours - analogous colours complementary colours - split compliments - incongruous - traits and tetrads.

UNIT III: Visiting Card & Letter Head

Hours:18

Designing Visiting card & Letter Head for 6 Organizations mentioned above using the Logo Created for the organizations.

UNIT IV: Poster Design

Hours:18

Creating five poster designs. Design of the Poster deal with layout, colour, text size , Style and Type. Paragraph Formatting, Visuals, Space. Criteria of a Good Poster- Clarity , Relevance, Concision, Appeal, Readability.

UNIT V: Brochure Design

Hours:18

Components of a Brochure - Headline, Subheading, Body Copy, Signature, Disclosures, Terms or Conditions, Illustrations. Design Considerations - The Rule of Thirds, Type, White Space. Creating 5 brochure design. Single brochure, single-fold brochure, three-fold brochure.

REFERENCES BOOKS:

1. An Essay on Typography- Eric Gill
2. Graphic design The New Basics- Ellen Lupton & Jennifer Cole Philips

MAJOR ELECTIVE: ANATOMY STUDY

SUBJECT CODE:	PRACTICAL	MARKS: 100
SEMESTER: II	CREDITS: 5	NO.OF HOURS PER WEEK:2

COURSE OBJECTIVE:

- Anatomy is the science that studies the structure of the body. To understand and predict the body's responses to stimuli and,
- To understand how the body maintains conditions within a narrow range of values in the presence of a continually changing environment

UNIT I

Hours:6

Understanding skeleton forms, head, rib bone, pelvic bone, hand and fingers, legs,

UNIT II

Hours:6

Three viewsof the head and the skull, the study of different views of skeleton,

UNIT III

Hours:6

Movement of bones, front,back, side views of skeleton.

UNIT IV Posing and Balance

Hours:6

Human body movements, balance of movement, life of action, forms and postures,

UNIT V

Hours:6

Casual posses, different walking styles

REFERENCE BOOKS

Atlas of Human Anatomy for the Artist by Stephen Rogers Peck. ...

Human Anatomy for Artists by Eliot Goldfinger. ...

Die Gestalt des Menschen by Gottfried Bammes

SEMESTER - III

CORE V
BASIC PHOTOGRAPHY (THEORY)

SUBJECT CODE:	THEORY	MARKS: 100
SEMESTER: III	CREDITS: 4	NO.OF HOURS PER WEEK: 5

COURSE OBJECTIVES:

To Understand The History, Nuances Of Photography. Principles Working and Types of Cameras and Its Accessories, Lights and Its Uses at the End of This Course the Learner IsExpected

COURSE OUTCOME:

Student Outcomes To Acquire Knowledge About Basic Photography To Strengthen TheKnowledge On Concept, Model And Theories Of Photography To Develop Content UsingThe Features In Photography

UNIT I

Hours:15

Photography – Evolution – Language And Meaning – Principles Of Still Camera Parts Of A Camera –View Finder, Focusing System Etc. -Basics Of Camera (Aperture, Shutter Speed,Focal Length, F-Stop, Depth Of Field Etc.,) Types Of Lens, Functions Of Lens, CameraOperations.

UNIT II

Hours:15

Types Of Camera – Pinhole – Box – Miniature – TLR – SLR – Special Types Of CameraAnd Digital Camera Digital Still Camera – Tripod – Qualities Of A Good Tripod. Types andFunctions of a Tripod.

UNIT III

Hours:15

Understanding Lighting-Indoor And Outdoor, Exposing And Focusing, Types Of Lighting,Natural And Artificial Lights, Controlling Lights, Exposure Meters, Differential Focus, LightFilters, Flashes. Designing With Lights, Light Painting.

UNIT IV

Hours:15

Heat and Light, Color Temperature, Manipulation of Color and Light. Factors DeterminingCamera Exposure – Basic Elements of Composition – Perspectives. Pioneers of Photography, Indian Photographers.

UNIT V

Hours:15

Branches of Photography - Nature – Architecture – Life – Landscape – Wildlife – SportsAdvertising Portraits – Travel – Fashion – Industrial – Product – News Photography – PhotoJournalism –Photo - Essays, Writing Captions, Photography for Advertising-Consumer andIndustrial. Planning a Studio-Shoot, Location, Set Props and Casting.

PRESCRIBED BOOKS:

1. Freeman, Michel, Introduction to Photography. London: Greenwood Press, 1990.
2. Sammon, Rick Complete Guide to Digital Photography. New York: W.W
3. Feininger, Andreas, Complete Color Photographer. London: Thames and Hudson, 1971
4. Mastering Digital SLR Photography - David D. Busch

REFERENCE BOOKS:

1. Understanding Exposure by Bryan Peterson
2. Tony Northrup's DSLR Book: How to Create Stunning Digital Photography
3. The Digital Photography Book Volume 2 by Scott Kelby
4. The Creative Digital Darkroom by Katrin Eismann and Sean Duggan
5. The Hot Shoe Diaries by Joe McNally
6. Collins Complete Photography Course by John Garrett
7. The Photographer's Story: The Art of Visual Narrative by Michael Freeman
8. The Digital Photography Handbook: An Illustrated Step-By-Step Guide by Doug Harman
9. The Lens: A Practical Guide for the Creative Photographer by N.K. Guy
10. The Art of Photography: An Approach to Personal Expression by Bruce Barnbaum
11. Scott Kelby's- Digital Photography
12. The Photographer's Eye: Composition and Design for Better Digital Photos -Michael Freeman
13. Picturing Time: The Greatest Photographs of Raghu Rai

E-LEARNING RESOURCES:

1. www.Kenrockwell.Com/Tech/Books.Htm
2. www.Improvephotography.Com/Photography-Basics
3. www.Learnbasicphotography.Com

**CORE VI
ADVERTISING**

SUBJECT CODE:	THEORY	MARKS: 100
SEMESTER: III	CREDITS: 4	NO.OF HOURS PER WEEK: 5

COURSE OBJECTIVES:

- To understand the basics of advertising
- To effectively use the tools of advertising

UNIT I

Hours:15

Definition, nature and scope of Advertising. Roles of advertising, Types of Advertising: based on Target Audience (General, Women & Children), Geographic Area (Regional, National, International), Media (Print, Television, Radio, Online, Mobile), Purpose (Commercial, Public Service) & Sector (Corporate, Educational, Financial, Government, Retail)

UNIT II

Hours:15

Facilitating Institutions: Advertiser, Advertising agency, Media, Research Suppliers. Ad agency Structure (Small, Medium & Big Agencies) & Types of agencies (In House, Independent, Full Service & Specialized Agencies), Roles of key personnel in an agency: Account Executive, Media Planner, Advertising Ethics & Legal Concerns in the Global and Indian Scenario.

UNIT III

Hours:15

Brand management- Corporate Identity, Brand Positioning, Brand personality, Brand perception, Brand image, Brand equity, Client Brief, Account Planning, Media Planning, Creative Strategy, Integrated Marketing communications (Sales Promotion, B2B, Public Relations)

UNIT IV

Hours:15

Creative Approaches (Rational, Emotional, Endorsements), Creative Brief, AIDA Principle, The Creative Process: Conceptualization and ideation, Translation of ideas into campaigns, Visualization for different mediums, Copywriting – Types of headlines, Body Copy, Baselines, Slogans, Communication through typography.

UNIT V

Hours:15

Latest Trends in Advertising. Case studies in the Indian & Global Scenario. Advertising campaign – from conception and execution, Pre-testing and Post-testing of campaigns.

REFERENCE BOOKS:

1. J. Thomas Russell & W. Ronald Lane, Kleppner's Advertising Procedure, 14th Edn, Prentice Hall, 1999
2. Rajeev batra, John G. Myers, & David A Aaker, Advertising Management, 5th Edn, Prentice Hall, 1996
3. William F Arens, Contemporary Advertising, 10th Edn, The McGraw-Hill Companies, 2005

4. Wells, Advertising: Principles And Practice, 7/E, Pearson Education India, 2007
5. Philip Kotler, WaldemarPfoertsch, B2B Brand Management, Springer Science & Business Media, 2006
6. Thomas O'Guinn, Chris Allen, Richard Semenik, Angeline Close Scheinbaum, Advertising and Integrated Brand Promotion, Cengage Learning, 2014

**CORE VII
VIDEO EDITING**

SUBJECT CODE:	THEORY	MARKS: 100
SEMESTER: III	CREDITS: 4	NO.OF HOURS PER WEEK: 5

COURSE OBJECTIVES:

This course will cover everything you need to know to be a video editor:

- Starting a project
- Editing your videos
- Adding video and audio transitions
- Adding professional and modern titles (even some with motion)
- Improving audio and finding great free music for your projects
- Correcting and grading the color of your video to give it a great style
- Adding visual effects to your projects
- Editing green screen (chroma key) footage
- Exporting your video for high-quality playback on any device

What you'll learn

- Master Premiere Pro and be CONFIDENT Editing Your Own Videos
- Edit an entire video from beginning to end, using professional and efficient techniques.
- By the end of the course, you'll have edited your own short documentary using either the supplied footage (video clips, photos, graphics, music, etc.), or your own footage!
- Start a project with the right settings for any type of video, from any camera.
- Export and save your videos for HD playback.
- Edit your videos, and make them more dynamic with cutaway footage and photos.
- Design clean and professional titles for you videos.
- Add motion to your titles, photos, and videos... making them more visually interesting.
- Color correct your video to fix issues with white balance and exposure.
- Add a feeling to your video with color grading.
- Apply visual effects such as stabilizing shaky video, removing grain, and making video more cinematic with overlays.
- Edit green screen footage and, add backgrounds that actually look good.

UNIT I

Hours:15

- Introduction of Editing
- Linear Editing & Non-Linear Editing
- Editing Software Interface
- Project & Sequence creation

UNIT II**Hours:15**

- Types of windows
- Timeline Management
- Tools
- Track Maintenance

UNIT III**Hours:15**

- Types of cutting
- Video Effects & Transitions
- Audio Effects & Transitions
- Effect Control

UNIT IV**Hours:15**

- Title Creation
- Legacy Title
- Caption Creation
- Types of Layers
- Jingles

UNIT V**Hours:15**

- Audio Boosting
- Noise Removal
- Voice Synchronization
- Promo Cutting
- Render & Final out

REFERENCE BOOKS

- The video Editing HandBook –Aaron Goold

**CORE VIII
ADVANCED PHOTOGRAPHY**

SUBJECT CODE:	PRACTICAL	MARKS: 100
SEMESTER: III	CREDITS: 4	NO.OF HOURS PER WEEK: 5

COURSE OBJECTIVES:

The student will be introduced to the camera its basics and the simple picture techniques.

UNIT I

Hours:15

Introduction to SLR & DSLR
Camera Anatomy
Shutter: use and types
Aperture: use and Types

UNIT II

Hours:15

Exposure: correct, under and over
Law of reciprocity
Aperture or Shutter priority
ISO
Depth of field

UNIT III

Hours:15

Types of Lighting
Three-point lighting

UNIT IV

Hours:15

Types of lenses & application
Basic filters, Special effect filters

UNIT V

Hours:15

Films: formats and speed (ASA, ISO, DIN)
B/W and Colour – application.
Frame composition: law of thirds.

The submission will include Photographs taken to understand the major principles of the subject

REFERENCE BOOKS:

1. Morgan, King Weisz&Schopler -Introduction to Psychology- McGraw Hill Publishers -7th Edition.
2. Feldman -Essentials of Understanding Psychology - McGraw Hill Publishers -2nd Edition.
3. Baron -Psychology - Norton & Company INC- 3rd Edition
4. Gleitman, FridlundReisberg -Psychology - Norton & Company-5th edition
5. Seamon&Kenrick -Psychology -Printice Hall INC -1992 edition
6. Arson - Social Psychology- Wilson &Akert - Longman INC -2nd edition

ALLIED III
DIGITAL GRAPHIC DESIGN

SUBJECT CODE:	PRACTICAL	MARKS: 100
SEMESTER: III	CREDITS: 5	NO.OF HOURS PER WEEK: 8

COURSE OBJECTIVES:

The course helps students to understand the software and enhance their skill in using the same. Software's:

- CorelDraw
- Adobe Illustrator
- Adobe Photoshop

UNIT I

Hours:18

Single Colour, Two-Colour & Multi-Colour applications of –
Stationary Set for Advertising agencies, Commercial Organizations, Non Profit Organizations, Government Agencies, Corporate (MNC), Information Technology

UNIT II

Hours:18

Calendar: Single Page calendar & Tabletop calendar

UNIT III

Hours:18

Package Designs: Perfume or Cosmetics, Detergent powder items, Baby food pack
Labels (Multicolor): Mineral Water, Sauce / Salad Dressing, Juice Bottle

UNIT IV

Hours:18

Pamphlet (Single color & Multi color)

UNIT V

Hours:18

Greeting cards to be designed for the following occasions

a. Birthday card b. Festival c. New year

Exercises

Final Submission

REFERENCE BOOKS

Coral Draw X8- Garry David Bouton

Adobe Photoshop ccl- Bittu Kumar

SEMESTER - IV

CORE IX
TELEVISION PRODUCTION PRACTICAL

SUBJECT CODE:	PRACTICAL	MARKS: 100
SEMESTER: IV	CREDITS: 4	NO.OF HOURS PER WEEK: 6

COURSE OBJECTIVES

- To develop overall creative skills in the production of television programmes.

EXERCISE:

1. Study of television studio layout.
2. Study in hd camcorders.
3. Study of multi-camera production set-up.
4. Practice in hd camcorders.
5. Practice in using hd camcorders.
6. Practice in preparing floor-plan.
7. Practice in setting-up lighting.
8. Practice in eng/efp operation.
9. Study of video editing system.
10. Practice in video editing system. (Linear and Non-linear)

At the end of the semester, students must submit the following programmes for 30 mins. The script must be original and must be an individual project.

Evaluation will be done based on the submission and viva.

1. News Bulletin
2. Documentary (OR) Short Film.

REFERENCE BOOKS

1. American Cinematographer Manual 10TH Edition - MICHAEL GOI
2. Five C's of Cinematography: Motion Picture Filming Techniques - JOSEPH ROGERS PHD
3. Television production theory-herbert Zettle- 12 Edition
4. Digital Filmmaking handbook - Sonja Schenk, Ben long - Fourth edition
5. Studio Television production and directing - Andrew Utterback

CORE X
SCRIPT WRITING

SUBJECT CODE:	PRACTICAL	MARKS: 100
SEMESTER: II	CREDITS: 4	NO.OF HOURS PER WEEK:4

COURSE OBJECTIVES:

- To Understand Idea of Script
- To Understand 3 Act Play
- To Understand Relationship Idea To Screenplay.

LEARNING OUTCOME

- Gain Knowledge of Story & Content
- Gain Knowledge of Structure of Story Writing
- Gain Knowledge of Screenplay & Script Writing

UNIT I

Hours:12

Storytelling: Life as a Source -Memory, Imagination, Experience - Yours & Others. The Nature and Role of Intuition. Universalizing the Personal Experience - Importance of Research. Adaptation from Literary Works. The Difference between Actually Being Inspired and Stealing Ideas.

UNIT II

Hours:12

AudioVisual Writing: What Are The Elements Of Visual Storytelling? The Discipline of Writing a Screenplay. The Outer Manifestation of Inner Feelings - The Format for Writing the Synopsis, Step-Outline, Screenplay and Script for a Film.

UNIT III

Hours:12

The Elements of Scriptwriting: Action, Character, Setting, Theme, Structure.

Practical: One-Page Character Sketches of a Fictional Character & a Real Person the Student knows personally. Characterization - How To Establish Characters Onscreen. The Protagonist and the Antagonist.

UNIT IV

Hours:12

Dramatic Need of the Protagonist & Its Relation to The plot. The Way the Character Grows and Changes during the Film. Establishing Characters on Screen. Show, Do Not Tell.

Assignment: A Character Sketch of One of the Major Characters of a Film & an Analysis of How The character has Been Established in the Film. The 3-Act Structure. Set-Up, Confrontation, Climax, Resolution - Plot, Sub-Plot, Weaving Them Together. The Structure of Commercial Films.

UNIT V

Hours:12

The Students Should Write Concepts For Short Films And Bring Them To Class. One Of These Concepts Will Be Selected, The Students Should Write A Brief Step Outline For A Short Film In Class. Followed By Any Type Of Conflict (Static Conflict, Rising Conflict, And Foreshadowing Conflict. How Mystery, Surprise And Suspense Are Used). Finally The Approved Full Script For The Short Film Has To Be Submitted In The Prescribed Format Which Will Be Directed By The Student In The Final Year As Project.

REFERENCE BOOKS

1. Screenplay: The Foundations of Screenwriting - SYED FIELD
2. Deep Focus: Reflections on Cinema - SATYAJIT RAY
3. The Tools of Screenwriting: A Writer's Guide to the Craft and Elements of a Screenplay - EDWARD MABLEY , DAVID HOWARD
4. Save the Cat!: The Last Book on Screenwriting You'll Ever Need - BLAKE SNYDER

CORE XI
TELEVISION PRODUCTION (THEORY)

SUBJECT CODE:	THEORY	MARKS: 100
SEMESTER: IV	CREDITS: 4	NO.OF HOURS PER WEEK:5

COURSE OBJECTIVES:

- To understand the elements of television production
- To learn about the various technologies used in production
- To creatively explore the various genres of production

UNIT I

Hours:15

Introduction to Visualization: Television Programs, Films, Ad Films, Short films, Documentary, Docu-drama. Research. Script writing: Script Formats, One-Line, Synopsis, Treatment, Scene Breakdown, Screenplay, Dialogue writing, Storyboard.

UNIT II

Hours:15

Camera techniques & operation, types of Cameras, framing, shots & movements (wide, medium, close ups, zoom, pan, tilt, aerial etc.), Types of camera lenses (Normal, tele, Zoom etc.), Filters (day, night, colour correcting filters, diffusion filters), television lighting, various types of lights, colour temperature, lighting for different situations (interviews, indoor, outdoor), types of lighting.

UNIT III

Hours:15

Video Editing: Editing Procedure, Assembling shots, Symbolic Editing, Types of Editing, Editing Modes, Sound in editing, Television Graphics & Titling, Special Effects.

UNIT IV

Hours:15

Introduction to Sound: Categories of Sound, Post Synchronization, Voice Over or Narration, Music and Dubbing, Audio Dubbing, Background Music, Synchronizing of Video and Audio, Recording Live Programmes.

UNIT V

Hours:15

Introduction to Television Production: Television Crew, Direction, Art Direction, Floor management, Single & Multi-Camera Set-Up, Budget Preparation, Casting, Costumes, Locations, Set Design, Locations, CG.

REFERENCE BOOKS

1. Television production theory-herbert Zettle- 12 Edition
2. Digital Filmmaking handbook - Sonja Schenk, Ben long - Fourth edition
3. Studio Television production and directing - Andrew Utterback

**CORE XII
MEDIA LAWS**

SUBJECT CODE:	THEORY	MARKS: 100
SEMESTER: IV	CREDITS: 4	NO.OF HOURS PER WEEK:5

COURSE OBJECTIVES:

- To provide students with a sound knowledge of the rules, policies and regulations that governs the functioning of a media organization.
- To help students understand the various provisions in the Indian Constitution, basic media laws, regulations and ethics.

UNIT I

Hours:15

Indian Constitution: Introduction to the Indian Constitution. Fundamental Rights. Specific provisions of Indian Constitution relating to mass media. Directive principles.

UNIT II

Hours:15

Media Laws – The Basics: Press as the Fourth Estate, Freedom of Expression, Rights, privileges and liabilities of the press, parliamentary privileges, contempt of court, right to information, censorship for news and entertainment media, libel and defamation.

UNIT III

Hours:15

Media Acts: Important Acts relating to mass media: Right to Information Act, Copyright and Trademarks Act, MRTP, Convergence Bill, Cyber laws.

UNIT IV

Hours:15

Media Ethics: Media roles and responsibilities, codes of conduct for the print and broadcast media, codes of conduct for advertising and PR, role and responsibilities of professional bodies like the Press Council etc.

UNIT V

Hours:15

Media Regulation: Media licensing, ownership, diversification, convergence, programming and content.

REFERENCE BOOKS:

1. Basu, Das, Durga, (2009). Introduction to the Indian Constitution, Prentice-Hall India.
2. Kohli, Vanita, (2005). The Indian Media Business, Response Books, Sage, New delhi.
3. Basu, (1996). Law of the Press in India, Prentice-Hall India
4. Gillmor, M. Donald and Baron, A. Jerome, (1997). Mass Communication Laws, Cases and Comments, Wadsworth Thomson Learning
5. Na. Vijayshankar, (2004). Cyber Laws for Every Netizen in India, Citizens Guide(e-book).

ALLIED IV
2D DESIGNS & WEB DESIGNING

SUBJECT CODE:	PRACTICAL	MARKS: 100
SEMESTER: IV	CREDITS: 5	NO.OF HOURS PER WEEK:6

COURSE OBJECTIVES:

- To get to know the designs and layout of print media and their digitalisation of page making And layout

UNIT I

Hours:18

Magazine: Compositions – Kinds and Parts – Arrangement of Treatments – Cover, Contents and Sequences pages – Newspaper: Design – Newspaper parts – Layout principle and design elements – Styles of Newspaper headlines

UNIT II

Hours:18

Typographic specifications for Magazine and Newspapers work – Types of Magazine layouts – Types of Newspaper and layout design – Production of dummy – past up – Printing process adapted

UNIT III

Hours:18

Computer in composition – On-line and Off-line – Software requirement/Operating techniques – Electronic PageMaker – Up technique – Operations and application – Text graphic integration

UNIT IV

Hours:18

Analysis of cases – News magazine: The week, India Today, Front Line and Outlook – Special audience ways: Women's Era – Society: Femina – Entertainment: Star dust and Film tone – General Magazine: Reader's digest – Analysis of News paper: Times of India, Indian Express, The Hindu – Market trend in Print media

UNIT V

Hours:18

Page Maker: Study of page Layout and Text Design – Quark Xpress: Introduction – Basic of creating text, pictures and Layout

REFERENCE BOOKS:

1. New paper design, Harold Evans, Prentice Hall
2. Design Layout-Edmund Arnold
3. Editing a small magazine-Ravenna Ferguson
4. Understanding Magazines-Bruce Westley
5. Page Maker- User Manual

SEMESTER - V

CORE XIII

AUDIO PRODUCTION AND TECHNIQUES

SUBJECT CODE:	PRACTICAL	MARKS: 100
SEMESTER: V	CREDITS: 4	NO.OF HOURS PER WEEK: 10

COURSE OBJECTIVES:

- To Understand the Concept of Microphone
- To Understand The Working Principle Of Audio Devices In Recording.
- To Understand The In Depth Of Sound.

LEARNING OUTCOME

- Gaining the Knowledge of How to Handle Microphones in Field
- Gaining the Knowledge of How to Handle Sound Devices Practically.
- Gaining the Knowledge of Dubbing, Effects Posting and Mixing For Short Films.

UNIT I

Hours:18

To Study The Pick-Up Pattern Of Pressure – Microphone.

UNIT II

Hours: 18

Study and Practice in Analogue Audio Mixing Console.

UNIT III

Hours:18

Practice in Recording Dialogues in Sound Studio

UNIT IV

Hours:18

Study and Familiarization in Handling Computers.
Study of Different Types of Operating System

UNIT V

Hours:18

Practice in Digital Multi Track Audio Work Station Pro Tools Hd. Recording – Editing
Study and Practice in Digital Mixing Console with Different Interface like A DAT Interface
Audio Interface

EXERCISE:

At The End Of The Semester, The Completed Sound Project Will Be Evaluated For Its Sound Design And Creativity.

REFERENCE BOOKS:

1. Practical Recording Techniques, Seventh Edition, Brue Bartlett & Jenny Bartlett, 2017
2. Modern Recording Techniques, Ninth Edition, David Miles Huber & Robert E. Runstein, 2018

**CORE XIV
FILM STUDIES**

SUBJECT CODE:	THEORY	MARKS: 100
SEMESTER: V	CREDITS: 4	NO.OF HOURS PER WEEK: 5

COURSE OBJECTIVES:

- To learn the history of Indian cinema and world cinema
- To critically analyze and appreciate films
- To understand the production stages in filmmaking

UNIT I

Hours:15

Indian (Hindi, Tamil & other languages), Film form and film history: Early cinema (1893 – 1903). Development of classical Hollywood cinema (1903 – 1927), German expressionism (1919-1924), French impressionism and surrealism (1917-1930), Soviet montage (1924 – 1930), The classical Hollywood cinema after the coming of the sound, Italian Neo realism (1942 – 1951), The French new wave (1959 – 1964), Japanese Cinema, Cinema in the third world, Contemporary trends.

UNIT II

Hours:15

Planning, pre production – concept/ story development, Scripting/ Screen play Writing, budgeting, Casting, locations, Financing, Production – Shooting, Direction & Cinematography Post Production – Editing, Sound Recording, Dubbing, Special effects, Graphics & final mixing, Distribution & Exhibition

UNIT III

Hours:15

Mise-en-scene realism, the power of Mise-en-scene, aspects of Mise-en-scene, space and time, narrative functions of Mise-en-scene, cinematographer properties- the photographic image, framing, Duration of the image, montage and long take, Editing – the dimensions of film editing, Continuity editing, Alternative to continuity editing, Sound – the powers of sound, Fundamental of film sound, Dimensions of film sound, functions of film sound.

UNIT IV

Hours:15

The concept of forms in films, principles of film, Narrative form, non-narrative form, dividing a film into parts and genres (Language, style, Grammar, syntax)

UNIT V

Hours:15

Style as a formal system, narrative unity, ambiguity, a non-classical approach to narrative film

REFERENCE BOOKS:

1. Thoraval- Yves the cinema of India -(1896 – 2000) (2000)
2. Roberge, gaston- the subject of Cinema
3. Robereg, Gaston- Films for an ecology of mind -(1977)
4. Halliwell- The Film goes Companion- 6th edition
5. Arora- encyclopedia of Indian cinema
6. Baskar, Theodor- Eye of the Serpent

CORE XV
ADVERTISING STRATEGY & CAMPAIGN

SUBJECT CODE:	THEORY	MARKS: 100
SEMESTER: V	CREDITS: 4	NO.OF HOURS PER WEEK: 5

COURSE OBJECTIVES:

- To enable students to understand various strategies used to create an identify for a brand or a product.
- To train students in techniques of communication ideas, products, services through IMC.
- To apply this knowledge and be able to come out with a communication strategy to promote any product of their choice.

UNIT I

Hours:15

Marketing communication, marketing mix, advertising, public relations, sales promotion, direct selling, integrated marketing communication.

UNIT II

Hours:15

Value of integrated marketing, leading indicators of IMC practice, IMC effectiveness, PR as a marketing tool, Corporate PR vs. Marketing PR, below the line and IMC, media planning and IMC.

UNIT III

Hours:15

Buyer behavior, identifying consumer insights for communication process, consumer decision making process, four modes of consumer decision process and key psychological process.

UNIT IV

Hours:15

Strategic development of advertising, creative brief, understanding consumer behavior, development of the creative strategy, the media plan the IMC.

UNIT V

Hours:15

Advertising as a marketing tool, creative strategies, media strategies, managing the marketingcommunication process, background analysis, marketing objectives, identifying target markets, budget planning, identification of the core message, development of communication strategies. Advertising campaign – from conception to execution.

REFERENCE BOOKS:

1. Nair, Rajan and Nair, Sanjith : Marketing.
2. Kotler, Philip: Planning Analysis Implementation and Control.
3. Stanton, J William: Principles of Marketing.
4. Chunnawallah and Sethia : Advertising

CORE XVI
MEDIA CULTURE AND SOCIETY

SUBJECT CODE:	THEORY	MARKS: 100
SEMESTER: V	CREDITS: 4	NO.OF HOURS PER WEEK:5

COURSE OBJECTIVES:

- To understand and analyze the media audience
- To study the effects of mass media
- To learn the various approaches to media analysis

UNIT I

Hours:15

Why study mass media? Understanding mass media, Characteristics of mass media, effects of mass media on individual, society and culture based issues, Power of mass media. Media in the social world.

UNIT II

Hours:15

Media audience- definition and types of audience, media audience analysis Active Vs Passive audience, Theories of audience- Uses and gratification, Uses and effects, media as hypodermic needle, multi step flow, social learning, cultivation theory.

UNIT III

Hours:15

Media as text, approaches to media analysis – Marxist, semiotics, Sociology, psychoanalysis. Media and realism, class, Gender, race, age.

UNIT IV

Hours:15

Media as consciousness industry, Social construction of reality by media, Rhetoric of image, narrative, Media myths(representation, Stereotypes) Cultural studies, approach to media, audience as textual determinant, audience as readers, audience positioning

UNIT V

Hours:15

Media and popular culture – culture and sub culture, popular texts, popular discrimination, politics popular culture Vs peoples' culture, Celebrity industry- personality as brand name, hero worship, acquisition and transformation of popular culture.

REFERENCE BOOKS:

1. Potter, James W -Media literacy -Sage Publications (1998)
2. Grossberg, Lawrence -et al Media making: mass media in a popular culture Berger, AsaAuthor (1998) Media analysis technique Sage Publications- (1998)
3. Dennis McQuail -McQuail's Theories of Communication
4. Littlejohn -Theories of Human Communication
5. John Fiske -Introduction to Communication Studies
6. Denis McQuail -Audience Analysis
7. Rayner, Wall and Kruger -Media Studies: The Essential Introduction
8. Baran and Davis -Mass Communication Theory
9. John Fiske -Understanding Popular Culture
10. Windahl and Others -Using Mass Communication Theory.

ELECTIVE I: INTER- DISCIPLINARY ELECTIVE (IDE)
FILM APPRECIATION

SUBJECT CODE:	PRACTICAL	MARKS: 100
SEMESTER: V	CREDITS: 5	NO.OF HOURS PER WEEK: 5

COURSE OBJECTIVES:

- Analyze motion pictures utilizing precise film vocabulary.
- Differentiate between multiple film forms, narratives, and genres.
- Appraise films in terms of style and mise-en-scene.
- Evaluate films in their historical context.
- Compare and contrast a film's relationship with other art forms and media.
- Construct an original thesis and organize a college-level essay analyzing specific films and filmmakers.

LEARNING OUTCOME:

- Recognize types of films, their impact on society, and their roles in our lives
- Recall the concepts behind storytelling, Mise en Scène, and cinematography
- Identify ways sound contributes to movies
- List the roles of directors and critics in the film industry
- Identify types of movie genres and various editing styles

UNIT I

Hours:15

Film and Its Impact on Society

Film: Beyond Entertainment - Social Media - Movies and Escapism - Censorship and Hollywood - Television and Censorship - Pushing the Envelope: Case Studies

UNIT II

Hours:15

Movie Genres

What are Movie Genres? - Westerns and Gangster Films - Mysteries and Film Noir - Horror, Fantasy and Science Fiction - Romantic Comedy - Musicals and Documentaries

UNIT III

Hours:15

Cinematography

What is Cinematography? - How Does Mise en Scène Relate to Cinematography? - Lighting - Color - Saturation and Desaturation - The Camera, Lens and Their Uses - Framing - Special Effects

UNIT IV

Hours:15

Editing

What is Editing? - Rearranging the Story into a Plot - The Basics - From Frames to Acts - Manipulating the Audience - Classical Editing Style - Rhythm and Pacing

Sound and Music

What Does Sound Contribute to Movies? - The History of Sound in Film - Sound Technology and Equipment - Three Basic Categories of Film Sound - Sound Effects - Music - Sound Production Techniques - Live Recording - Post-Dubbing

UNIT V

Hours:15

Directing and Style

What is a Director? - The Director as Facilitator - Auteur Theory - How Directors Do It - Subject Matter - Working with Actors - Alternatives to Traditional Hollywood Style - Some Pacesetters

REFERENCE BOOKS

1. How to Read a Film – JAMES MONACO
2. The Movie Book: Big Ideas Simply Explained - DK
3. The Film Appreciation Book - JIM PIPER
4. Persistence of Vision: An Introduction to Film Appreciation - CHRISTOPHER MILLER , SCOTT PURSLEY

SEMESTER - VI

**ELECTIVE II
SPECIALISATION**

SUBJECT CODE:	PRACTICAL	MARKS: 100
SEMESTER: VI	CREDITS: 5	NO.OF HOURS PER WEEK: 5

COURSE OBJECTIVES:

To Make the Students to Have a Portfolio of Their Work So That It Is Helpful For Them to Meet the Demands of the Industry on Any Field Of Interest

COURSE OUTCOME:

Student Will Have a Profile Created By Them under Special Supervision of Individual Subject Experts as a Proof of Evidence on Their Area of Interest for Their Career Purposes

- Audio Production
- Multimedia
- Photography
- Television Production

EXERCISE:

AUDIO PRODUCTION

OBJECTIVE:

Student Will Learn the Art of Making Audio Clips in High Definition

EXERCISE:

Interface – Audio Interface at the End of the Semester, the Completed Sound Project Will Be Evaluated For Its Sound Design and Creativity.

MULTIMEDIA

COURSE OBJECTIVES:

A study of the techniques and practical application of visual effects to motion graphics sequences using specific software. Topics address simulation of natural environmental effects, realistic compositing of pyrotechnic footage, motion tracking and match-moving. The focus will be centered on industry standards and procedures for planning, creating and applying such effects.

COURSE OUTCOME:

Student Learn a successful completion of this subject, Students will be able to identify common visual effects used in motion graphics, Use various techniques for emulating Realistic optical effects, Combine techniques to create rich environments. Predict common pitfalls in planning Visual effects Sequences Merge elements from various sources to achieve intended effect

EXERCISE:

A video clip for minimum 5 minutes using the following techniques are made to learn and produce the final output in a digital format

- Rotoscoping Video
- Key light & wire removal technic
- Stereoscopic video
- Composition & Editing

PHOTOGRAPHY**OBJECTIVE:**

In Photography Students Work With Digital Photography And Editing In Response To Assigned And Independent Unique Projects That Foster Creative Photographing Of Products Solving And The Development Of Industrial Need In The Field Of Advertising Photography.

EXERCISE:

Five Fully Furnished Print Advertisement for Five Different Existing Commercial Products Is To Be Produced and Printed In Large Format And Submitted As Record Work

Photography Record Should Include All Necessary Details (Exposure Time, Lens Type Etc.) Final Practical Exam Will Test the Student's Knowledge on Advertising Photography as a Viva.

TELEVISION PRODUCTION**COURSE OBJECTIVES**

- To Understand Documentary Film
- To Understand Pre-Production
- To Understand Production
- To Understand Post Production.

LEARNING OUTCOME

- Gaining the Knowledge of Pre-Production Practical Difficulties.
- Gaining the Knowledge of Production Schedules.
- Gaining the Knowledge of Post-Production in Various Departments.
- Gaining the Knowledge of Documentary Film

EXERCISE:

Development and Pre-Production

Script - Pitching - Storyboard – Planning - Teamwork

Production

Equipment – Location – Organization – Camera – Lighting – Audio - Teamwork

Post Production

Editing Organization - Editing Video - Editing Audio - Editing Titles - Teamwork

The Script For The Documentary Film (10mins) Prepared By The Student In The Final Semester Has To Be Directed By The Student.

ELECTIVE III
INTERNSHIP / PROJECT (INTERNATIONAL / NATIONAL)

SUBJECT CODE:	PRACTICAL	MARKS: 100
SEMESTER: VI	CREDITS: 5	NO.OF HOURS PER WEEK:

The student is required to undergo a Internship or a project work at any media house of national and International acclaim. The student is expected to present a work module and complete project /Internship report at the end of the term

CORE XVII
3D MODELLING & ANIMATION

SUBJECT CODE:	PRACTICAL	MARKS: 100
SEMESTER: VI	CREDITS: 4	NO.OF HOURS PER WEEK: 10

COURSE OBJECTIVES:

- The course aims at making students proficient with the software and its application.
- Softwares
- 3dsmax Basic fundamental
- Avid elastic Reality
- Ulead Media Studio Pro (editing software)
- Macromedia Director

UNIT I

Hours:18

Corporate presentation using Director

UNIT II

Hours:18

3D LOGO ANIMATED using special effects for 10 sec

UNIT III

Hours:18

Special effects

UNIT IV

Hours:18

Image before and after (morphing)

UNIT V

Hours:18

A 30 sec advertisement in 3dsmax

REFERENCE BOOKS

1. 3 D Art essentials- AMI CHOPINE

CORE XVIII
MEDIA ORGANIZATION (THEORY)

SUBJECT CODE:	PRACTICAL	MARKS: 100
SEMESTER: VI	CREDITS: 4	NO.OF HOURS PER WEEK:5

COURSE OBJECTIVES

- To Understand How Media Organizations Work
- To Understand the Nature of Corporate Communication
- How to Start One's Own Business
- To Identify Responsibilities Of Media Organization

LEARNING OUTCOME

- Familiarity With The Nuts And Bolts Of Media Organization
- Understanding Human Resource Development In Media Organization
- Understanding The Role Of Media Organization In Developmental Communication
- Inspiring Students To Be An Entrepreneur

UNIT I

Hours:15

Characteristics Of Media Organization – How Media Organization Is Different From Other Organization - Different Departments In A Media Organization. Hierarchy In Media Organization - Media Organization's Organizational Behavior, Leadership and Motivation

UNIT II

Hours:15

Human Resource Development: Employee Relationship With Organization - Job Profile And Recruitment – Compensation And Benefits- Performance Appraisal: Employee Empowerment

UNIT III

Hours:15

Corporate Communication Practices - Internal Communication Chain- Importance Of Interpersonal Communication- External Corporate Communication Through The Four Models Of Public Relations (PR)- E Media Communication, Website, E Mails, Online Newsletter, Videos And E Media Releases

UNIT IV

Hours:15

Emerging Channels for Communication and Entrepreneurship - Social Networking, Electronic Channels for Communication, - Basics to Start Your Own Business, Planning, Organizing, and Managing, How To Start and Run an Online Business

UNIT V

Hours:15

Media Organizations Social Responsibilities- Role Of Media Organization In Developmental Communication, Facilitating Discussion, Enabling Engagement, Inspiring Action And Social Change

Prescribed Books:

John Clare, (2004). Handbook for Media Handling, UK: Gower Publishing Ltd.

Allen H Centre and Patrick Jackson, (2003). Public Relations Practices, USA: Prentice Hall Inc.

Dorothy I. Doty And Marilyn Pincus, Publicity And Public Relations, USA: Barron's Educational Series Inc.,

Websites:

Www.Newschoo1.Edu/Public-Engagement/Ms-Media-Management

Digitalmediamanagement.com

CORE XIX
ADVERTISING PHOTOGRAPHY

SUBJECT CODE:	PRACTICAL	MARKS: 100
SEMESTER: VI	CREDITS: 4	NO.OF HOURS PER WEEK:10

COURSE OBJECTIVE

Master various aspects of advertising photography and present in an impressive portfolio format. Photographs must be shot for the following categories

- Product
- Product in display
- Product in use

TOPICS: Food and beverage, Clothes and cosmetics, Luxury products, Jewellery and Accessories, Structures (Monuments and Commercial Buildings), Calendar, Portrait, Abstract, Social Ads, Portfolio

COURSE OBJECTIVE:

To Understand The Art Of Making Photographs For The Purpose Of Print Advertisement Using The Technic or Topic Listed As Reference For The Image To Be Produced.

COURSE OUTCOME:

Student Learn To Create A Professional Photograph For Advertisement On Basis Of Lighting And Concepts Behind Marketing Need On Advertising.

EXERCISE

- The Evaluation Is Based On Submissions Of Print Advertisement Developed By The Students Following Classroom Inputs, Using Commercial Photographic Strategies Practiced.
- Photography Topics
- Visual of the Product Alone. (Photograph Against Plain Backdrop)
- Visual Of The Product In A Setting Where It Is Used.
- Visual in Use.
- Visual of a Benefit from Using the Product.
- Visual Showing the Loss or Disadvantage Resulting From Not Using the Advertised Product.
- Dramatization of the Headline.
- Dramatization of the Evidence.
- Dramatizing A Detail (In The Product)
- Comparison between Two Brands.
- Contrast Between Before And After Using The Product.
- Visuals Using Trade Characters.
- Symbolism.
- Abstract Illustration. (Logo)
- Continuity Strip

- Mood Setting Visual.
- Visual of the Product in the Package.
- Visual of the Product Ingredients or Raw Materials.
- Special Effects. (Freezing Movements)
- Montage.
- Visual with Model.

REFERENCE BOOKS

1. Practical Guide to Comparative Advertising- Ruth.M.Corbin

Syllabus for Under Graduates

DEPARTMENT OF ENGLISH
UG Part IV SOFT SKILLS
2019 Batch onwards

2021-22

FIRST YEAR

FIRST SEMESTER: Introduction to Study Skills

CREDITS: 3

30 hrs.

Objectives

- To help, develop and improve the vocabulary of the learners
- To help the learners develop the skill of inference
- To help the learners to acquire writing skills in English

Use of Dictionary and Dictation

Speech Sounds in English & Right Pronunciation

Stress & Intonation

Vocabulary Building Exercises

Listening and Reading Comprehension

Paragraph and Essay Writing

Books for Reference:

1. Hewings, Martin. 1999. *Advanced English Grammar: A Self- study Reference and Practice Book for South Asian Students*. Reprint 2003. Cambridge University Press. New Delhi.
2. Lewis Norman. 1991. *Word Power Made Easy*.
3. Mohan, Krishna & Meenakshi Raman. 2000. *Effective English Communication*. Tata McGraw Hill Publishing Company Ltd.
4. Mohan, Krishna & Meera Banerji. 2001. *Developing Communication Skills*. Macmillan.
5. Syamala. 2002. *Effective English Communication for You*. Emerald Publishers, Chennai.
6. Harishankar, Bharathi. Ed. *Essentials of Language and Communication*. University of Madras.
7. Swan, Michael and Catherine Walter. 1990. *The Cambridge English Course-2*. Cambridge University Press.

Syllabus for Under Graduates

DEPARTMENT OF ENGLISH
UG Part IV SOFT SKILLS
2019 Batch onwards

2021-22

FIRST YEAR

SECOND SEMESTER: Life Skills

CREDITS: 3

30 hrs.

Objectives

- To build the confidence of learners to face the challenges of a globalized society
- To sensitize learners' ethical, moral and social values in their work environment
- To help them understand how to overcome stress-related problems
- To train the learners to use their time effectively

SWOC Analysis

Etiquette

Stress Management

Time Management

Discussion of Success Stories

- i. Auto-suggestions
- ii. Problem solving
- iii. Decision Making
- iv. Presentation Skills-Oral/PPT

Books for Reference:

1. Pease, Allen. 1998. *Body Language: How to read other's thoughts by their gestures*. Sudha Publications. New Delhi.
2. Powell. *In Company*. MacMillan
3. <http://www.essentiallifefskills.net/>

Syllabus for Under Graduates

DEPARTMENT OF ENGLISH
UG Part IV SOFT SKILLS
2019 Batch onwards

2021-22

SECOND YEAR

THIRD SEMESTER: Job-oriented Skills

CREDITS: 3

30 hrs.

Objectives:

- To prepare the students to be job-ready.
- To help learners use English Language appropriately to the role or situation.
- To develop confidence in them to face Interviews.
- To train them to prepare their own CV/Resume

Different kinds of Interviews

Letter of Application and CV

Technical Writing - Circulars, Memos, Agenda and Minutes

Group Discussion

Review

- i. Books
- ii. Films

Books for Reference:

1. Harishankar, Bharathi. ed. *Essentials of Spoken and Presentation Skills*. University of madras.
2. John, Seely. 1998. *The Oxford Guide to writing and speaking*. Oxford U P, 1998, Delhi.
3. *The Princeton Language Institute and Lanny Laskowski*. 2001. *10 days to more confident Public Speaking*. Warner Books.
4. <http://jobsearch.about.com/cs/curriculumvitae.html//>
5. <http://www.cvtips.com//>

QUESTION PAPER PATTERN

TIME – 3 HRS

MAXIMUM MARKS – 50

PART – A (5X2=10)

Answer any FIVE from the questions given below from Q.No.1 to Q.No.7 (5 out of 7)

PART – B (4X5=20)

Answer any FOUR from the questions given below from Q.No.8 to Q.No.13 (4 out of 6)

PART – C (2X10=20)

Answer TWO questions only choosing one each from Q.No.14 & Q.No.15 (Internal Choice)

DEPARTMENT OF COMPUTING SKILLS

COURSE COMPONENT: Soft Skill – Computing Skills

SUBJECT CODE:	PRACTICAL	MARKS :100
SEMESTER : IV	CREDIT :2	NO.OF.HOURS PER WEEK :

(For the following UG Departments)

SHIFT –I:

B.A. (Economics), B.A. (Defence and Strategic Studies), B.Sc. Mathematics, B.Sc. Physics, B.Sc. Chemistry, B.Sc. Zoology, B.Sc. Plant Biology and Plant Biotechnology, B.Com (General), B.Com (Corporate Secretaryship)

SHIFT –II:

BBA, B.Sc. Visual Communication, B.Com (General), B.Com (Accounting & Finance), B.Com (Corporate Secretaryship), B.Com (Information System Management), B.Com (Banking Management) and B.Com (Marketing Management)

COURSE OBJECTIVES

- The major objective in introducing the Computer Skills course is to impart training for students in Microsoft Office which has different components like Ms word, MS Excel, Ms Access, Power point etc., at two levels based on their knowledge and exposure.
- It provides essential skills for the user to get adapted to any work environment, as most of the systems in any workplace have Ms Office installed for their day to day activities. The course is highly practice oriented rather than regular class room teaching

Unit I : *Word Processing* – Open, Save and close word document; Editing text- tools, formatting, bullets; Spell Checker; Navigating in word – keyword, Mouse; document formatting- paragraph alignment, indentation, headers and footers, numbering; printing- preview, options

Unit II : *Spreadsheets* – MS Excel – opening, entering text and data, formatting, navigating; Formulas – entering, handling and copying; Charts –creating, formatting and printing, header and footer, centering data, printing.

UNIT III: *Presentations* – Power point – exploring, creating and editing slides, inserting tables and charts – Special effects – Clip Art, creating and drawing shapes, inserting multimedia content – Presentations – planning, animation, handouts, slideshow.

Unit VI : *Networks* – Internet Explorer- components; www – working, browsing, searching, saving – Bookmark – favorite, create, delete – Printing a web page; email-creating, receiving, reading and sending messages

Unit V: *HTML* – Defining HTML paragraph and spacing – HTML styles, that include Background color – Text color - Text Fonts – Text that includes Bold, Italic, Underline, Superscript and Subscript.

Note:*Unit II to Unit V needs exposure thru Practicals*

REFERENCE BOOKS:

Introduction to Computers – Peter Norton, Tata McGraw Hill Microsoft 2003 – Jennifer Ackerman Kettell, Guy Hat-Davis, Curt Simmons, Tata McGraw Hill

ENVIRONMENTAL STUDIES (EVS)

SUBJECT CODE :	THEORY	MARKS: 100
SEMESTER: IV	CREDITS: 2	NO. OF HOURS PER WEEK:

COURSE OBJECTIVE

The course will empower the undergraduate students by helping them to:

- i. Gain in-depth knowledge on natural processes that sustain life, and govern economy.
- ii. Predict the consequences of human actions on the web of life, global economy and quality of human life.

UNIT-1: The Multidisciplinary nature of environmental studies Definition; Scope and importance, Need for public awareness.

UNIT-2: Natural Resources: Renewable and non-renewable resources: Natural resources and associated problems.

- a) Forest resources: Use and Over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams benefits and problems.
- c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, Case studies.
- f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification. - Role of an individual in conservation of natural resources. - Equitable use of resources for sustainable lifestyles.

UNIT-3: Ecosystems - Concept of an ecosystem. - Structure and function of an ecosystem. - Producers, consumers and decomposers. - Energy flow in the ecosystem.
- Ecological succession. - Food chains, food webs and ecological pyramids. - Introduction, types, characteristic features, structure and function of the following ecosystem: -

- a. Forest ecosystem
- b. Grassland ecosystem

- c. Desert ecosystem
- d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

UNIT-4: Biodiversity and its Conservation

- Introduction-Definition: genetic, species and ecosystem diversity.
- Biogeographical classification of India.
- Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values.
- Biodiversity at global, National and local levels.
- India as a mega-diversity nation.
- Hot-spots of biodiversity.
- Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts.
- Endangered and endemic species of India.
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

UNIT-5: Environmental Pollution: Definition - Causes, effects and control measures of: -

- a) Air pollution
 - b) Water pollution
 - c) Soil pollution
 - d) Marine pollution
 - e) Noise pollution
 - f) Thermal pollution
 - g) Nuclear hazards
- Solid waste Management: Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution. - Pollution case studies.
- Disaster management: floods, earthquake, cyclone and landslides.

REFERENCE BOOKS

1. “ Introduction to Environmental Engineering and Science” by Gilbert M Masters. ...
2. “ The Biodiversity of India” by Bharucha Erach. ...
3. “ Essentials of Ecology” by Townsend C and Michael Begon. ...

VALUE EDUCATION

SUBJECT CODE:	THEORY	MARKS: 100
SEMESTER: V	CREDITS: 2	NO.OF HOURS PER WEEK: 2

COURSE OBJECTIVE:

To teach and inculcate the importance of value based living. To give students a deeper understanding about the purpose of life. To teach and inculcate the essential qualities to become a good leader.

Unit 1: Education and Values

Definition, Concept, Classification, Theory, Criteria and Sources of values Aims and objectives of value education

Role and Need for value education in the contemporary society, Role of education in transformation of values in society

Role of parents, teachers, society, peer group and mass media in fostering values

Unit 2: Value Education and Personal Development

Human Values: Truthfulness, Sacrifice, Sincerity, Self-Control, Altruism, Scientific Vision, relevancy of human values to good life.

Character Formation towards Positive Personality

Modern challenges of adolescents: emotions and behavior

Self-analysis and introspection: sensitization towards gender equality, differently abled, Respect for - age, experience, maturity, family members, neighbors, strangers, etc.

Unit 3: Human Rights and Marginalized People

Concept of Human Rights – Principles of human rights – human rights and Indian constitution – Rights of Women and children – violence against women – Rights of marginalized People – like women, children, minorities, transgender, differently abled etc

Social Issues and Communal Harmony Social issues – causes and magnitude - alcoholism, drug addiction, poverty, unemployment – communal harmony –concept –religion and its place in public domain –secular civil society

Unit4: Value Education towards National and Global Development

Constitutional Values:(Sovereign, Democracy, Socialism, Secularism, Equality, Justice, Liberty, Freedom, Fraternity)

Social Values: (Pity and Probity, Self-Control, Universal Brotherhood).

Professional Values:(Knowledge Thirst, Sincerity in Profession, Regularity, Punctuality, Faith).

Religious and Moral Values: (Tolerance, Wisdom, character).

Aesthetic Values: (Love and Appreciation of literature, fine arts)

Environmental Ethical Values

National Integration and international understanding.

Need of Humanistic value for espousing peace in society. Conflict of cross-cultural influences, cross-border education

Unit 5:

Guru Nanak Devji's Teachings

Relevance of Guru Nanak Devji's teachings' relevance to Modern Society

The Guru Granth sahib

The five Ks

Values and beliefs

Rights and freedom (Right of equality, Right to Education, Right to Justice, Rights of women, Freedom of religion, Freedom of culture, Freedom of assembly, Freedom of speech)

Empowerment of women

Concept of Langar

Eminent Sikh personalities

REFERENCE BOOKS:

1. Dr.AbdulKalam. *My Journey-Transforming Dreams into Actions*. Rupa Publications, 2013.
2. Steven R Covey, *8th Habit of Effective People (From Effectiveness to Greatness)*, Free Press, NewYork, 2005.
3. Prem Singh, G.J. (2004). '*Towards Value Based Education*', University News. Vol. 42 (45): P.11-12.
4. V.R. Krishna Iyer.*Dialectics & Dynamics of Human Rights in India (Tagore Law Lectures) The Yesterday, Today and Tomorrow*, Eastern Law House (1999, Reprint 2018)
5. <http://www.ncert.nic.in/rightside/links/pdf/framework/english/nf2005.pdf>